

April 1, 2004

MEMORANDUM

TO: Potential Service Providers

FROM: Steve Walkley, Division Director
Workforce Development Division

SUBJECT: Request for Proposals (RFP) for Statewide Marketing of Alabama's
Career Center System – Additional Information Relative to the
March 18, 2004, RFP

Over the last few days (since the issuance of the above-referenced RFP on March 18, 2004), it has come to our attention that some additional clarification of the “deliverables” is warranted to aid in appropriate responses to the RFP.

To respond to the RFP, samples of work (similar to what's being requested in the RFP) should accompany your response to the RFP. **Actual deliverables are not being requested** in the initial response to the RFP – only your proposed costs to provide deliverables requested in the RFP. Samples of your prior work will assist the review team in making recommendations. All other instructions/requests for information should be followed as detailed in the RFP.

Costs proposed in response should be based upon the following:

Costs to produce one master copy and a footnote calculation of your costs for reproduction of the tapes and CDs.

- For the video, (for the television deliverable), one Beta tape, 6-3/4" and one CD are requested and a footnote of the costs for 38 reproductions of the Beta tape and 30 reproductions of the CD. (The CD is not for television use. It is for staff use at conferences, etc.)
- For the audio (for radio), the costs to produce one master CD and a footnote for the costs for producing 130 copies of the CD.

For printed materials, the costs for producing originals and a footnote entry as to the costs for each “original quality” copy in varying amounts – if unit costs go down for certain numbers of printed copies.

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Since Federal funds are planned for this project, television announcements must include closed captioning for the hearing impaired. Also, the Federal Workforce Investment Act must be given credit for funding the announcements.

In order to preclude submittals of budgets that might be well beyond the amount budgeted for this marketing campaign, the maximum amount available is \$100,000. However, we expect competition to result in proposals of less than this amount.

Hopefully, this additional information will be of benefit in preparing responses to this RFP. Questions over the last couple of weeks have largely centered toward these issues.

SW:BEH:sad